MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2015/2016

MLK7233– E-KNOWLEDGE MANAGEMENT

(All sections / Groups)

19 MAY 2016
5.00 p.m. - 7.00 p.m.
(2 Hours)

INSTRUCTION TO STUDENT

1. This Question paper consists of 4 pages with 6 Questions only.
2. Answer **FIVE** out of SIX questions . All questions carry equal marks and the distribution of the marks for each question is given .
3. Please print all your answers in the Answer Booklet provided.

QUESTION 1.

e-Knowledge is your individual knowledge exchange platform, integrated in the company-wide knowledge management network.

Case Study : Siemens Best Practice

Siemens is a company built on technology. Increasingly information technology is either a part of, or an important facilitator of Siemens' diverse business. Since Knowledge Management is greatly enhanced by the effective use of information technology, it's not surprising that Siemens was a relatively early an enthusiastic adopter of Knowledge Management. The IT-Driven nature of company's business also provides a strong motivation to manage knowledge effectively.

Based on the case study above,

Siemens used a four stage corporate knowledge roadmap. Elaborate on how E-KNOWLEDGE MANAGEMENT facilitating knowledge collection and re-use the knowledge with the help of IT, in accommodating those 4 stages.

QUESTION 2

Software products such as email, calendaring, text chat, wiki, and bookmarking belong to this category whenever used for group work, whereas the more general term social software applies to systems used outside the workplace, for example, services and social networking sites like Twitter and Facebook. One of the collaborative software designed to help people involved in common task to achieve their goal is "International Group Process Plus Software". In e-Knowledge Management, Collaborative software is a broad concept that overlaps considerably with Computer-Supported Cooperative Work (CSCW).

Illustrate the CSCW Matrix while explaining each component

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QUESTION 3

Knowledge is seen as a driver for the definition and development of an organizational strategy and a key determinant of sustainable organizational competitiveness. The shift to knowledge as the primary source of value means that knowledge plays a key role in the organizational effectiveness.

The growth of internet, intranet and extranet had merging the knowledge management into the new era. In referring the illustration below, explain the advantage of having Document Management System (DMS) to accommodate four broad objectives of e-knowledge management systems in practice as below:

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QUESTION 4

Groupware in E-Knowledge Management can be divided into three categories depending on the level of Collaboration:

- **Communication**
- **Conferencing**
- **Co-ordination**

A good metaphor for understanding this is to think about a sports team; everyone has to contribute the right play at the right time as well as adjust their play to the unfolding situation - but everyone is doing something different - in order for the team to win. That is complex interdependent work toward a shared goal: collaborative management.

1. Explain those 3 level of collaboration
2. List at least 5 Collaborative management tools that facilitate and manage group activities.

QUESTION 5

In designing your final assignment. You have experience in generating a full video for Knowledge Sharing purposes using one of Knowledge Management approach via internet, in referring to "Developing An Effective Culture Of Tacit Knowledge Management", A Proposed Model by Salah Eldin, 2008

1. Define how you strategize all of the tacit knowledge to become explicit for the internet platform usage purposes

2. Discuss the impact of having social media in sharing the knowledge.

Knowledge sharing in the creative industry

This quick presentation explains about knowledge sharing from the perspective of the creative industry. We talk about the benefits and ways of encouraging a ...

YOUTUBE.COM

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QUESTION 6

Based on the Case Study made in class, it is found that,

> *The growth and impact of the Internet has been widely documented (Anandarajan, Teo and Simmers 2006, Barfield, Heiduk and Welfens 2003, Devezas, Linstone and Santos 2005).*
>
> *Most organizations use the Internet today in some way or other and the intensity of their use has been rapidly increasing (June 2005, Loomis and Taylor 2001, Macgregor and Vrazalic 2007).*
>
> *Along with these developments, the incidence and phenomenon of cybercrime has become a significant issue and has been much discussed in the media, policy-making arenas and scholarly research (Clifford 2001, Furnell 2002, Grabosky, Smith and Demsey 2001; Hunter 2002, Newman, and Clar- ke 2003, Power 2000, Taylor, et al. 2006, Thomas and Loader 2000, Wall 2007, Yount 2006).*
>
> *All this attention has resulted in the promulgation of a variety of computer related laws and cyber laws in almost all countries (Brenner and Schwerha 2004, Broadhurst and Grabosky 2005, Koops and Brenner 2006, Suri and Chhabra 2003, Westby 2003).*

Intellectual Property in e-Knowledge Management is a broad category of law, concerning the rights of the owners of intangible products of invention or creativity.

There are 4 sub-specialties of IP law explain in the case study.
1. List and explain in details, all those 4 specialties.
2. Summarise the Technolgy Transfer Technology process by which governments, universities, and other organizations transfer their inventions through knowledge management.

End of Paper